



REVIEW OF WHAT HAS BEEN DONE SINCE WORKSHOP III

PRESENTED BY

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INTRODUCTION

- This presentation focuses on what has done since Workshop III towards improving Tourism Statistics collection, analysis and dissemination .
- These achievements have been informed by the experiences gathered from Ghana's participation in three previous Capacity Building Workshops organised by the UNWTO and the South African government in South Africa as well as Ghana's 3-Year National Tourism Development Strategy (NTDS) (2010 – 2012)
- The strategic plan is a frame work to ensure integrated and sustainable development of Tourism in Ghana with fully costed budget and activities.
- The Plan identifies among others, the need to develop a robust and reliable National System of Tourism Statistics for the eventual development of a Tourism Satellite Account as well as for planning, development and promotion of Tourism.



INBOUND AND OUTBOUND TOURISM

- Access to Embarkation/ Disembarkation (ED) cards for prompt analysis of visitor data was becoming difficult since the Ghana Immigration Service printed new card without the detachable portion for the Tourism Sector.
- A back house/transit office close to the main airport has been acquired and being used to assemble and analyse data on arriving and departing visitors. About 80 percent of the visitor traffic come by air.



DOMESTIC TOURISM

- The Ghana Statistical Service has reviewed the instruments for the National Household Survey to include relevant tourism data.
- A pilot survey using these instruments was conducted in June 2010 and results/ findings were encouraging.
- The next National Household Survey has been budgeted for and slated for March 2011.
- Data on visitation to major tourist sites collected on monthly basis have increased from 35 to 45 sites.



DOMESTIC TOURISM (CONTD.)

- The Data on visitation include:
 - Visitation Numbers
 - Purpose of Visit
 - Nationality
 - Country of Residence
 - District/Region of origin in Ghana (if Resident in Ghana)
 - Tourism Consumption Expenditure i.e. accommodation, food and beverage, transportation, recreation, leisure, shopping etc.
 - Gender/Sex
 - Age group



ACCOMODATION ESTABLISHMENTS

- Inspection Schedule for fieldwork reviewed to include specific Manpower Data
- Calculation of Occupancy Ratio – a Spreadsheet in Excel designed for Small and Micro Tourism Accommodation Establishments.
- Upmarket Hotels i.e. Large and Medium Establishments do generate Occupancy ratios electronically.



INTERNATIONAL TRAVELLERS SURVEY (EXIT SURVEY) & TOURIST EXPENDITURE

- Use for Measuring Tourist Expenditure and Visitor Satisfaction Levels
- Sampling Frame being reviewed to collect data by Purpose of Visit (using Stratified Sample)
- Measures:- Characteristics of Visitors; Classification of tourism trips by main purpose of visit; Characteristics of tourism trips; length of stay; mode of travel; Expenditure by non-resident travellers departing from selected border controls in Ghana.



NEW TOURISM BILLS

- Approved by Cabinet and awaiting ratification by Parliament.
- Covers new tourism establishments not covered by current laws for regulation.
- Lead to the setting up of a Tourism Development Fund and a National Tourism Authority.
- Strengthen and Harmonise Tourism Statistics and rollout a robust TSA.



CONCLUSION

- It is envisaged that the new initiatives in tourism development in Ghana will inform and give direction to policy and decision making by the use of empirical data which will assist in enhancing existing STS and eventually developing the TSA.



THANK YOU